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***Clearing the Path to Clean Air  
SIP Innovations Conference***

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# Creating Successful Collaborations

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## Clean Air Communities

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# MISSION



- **Bring innovative clean air and energy efficiency technologies to minority and low-income communities.**
- **Multi-stakeholder model demonstrating effective collaborative partnerships to achieve local clean air goals.**



# Overview



## • **Community-Based Pollution Reduction:**

- **An initial \$5 million grant provided by Con Edison to implement neighborhood-based clean air strategies.**
- **Build a diverse, local coalition with a mutual interest in reducing urban air pollution.**
- **Advance a sustainable model for developing community-based clean air initiatives.**



# Structure



## • Steering Committee

- **Natural Resources Defense Council (NRDC)**
- **New York State Department of Environmental Conservation (NYSDEC)**
- **Con Edison**
- **Northeast States Clean Air Foundation (NESCAF)**

## • Advisory Group

- **Community-based organizations**
- **Health and environmental groups**
- **Academic organizations**
- **Philanthropic entities**
- **Political and government representatives**





# Collaborative Model



- **Creates positive, lasting interactions among sponsoring businesses, technology partners and community-based participants.**
- **Reduces individual risk while leveraging inherent core competencies and resources.**
- **Each CAC project includes an outreach and press component:**
  - **Facilitates communication and disseminate project information.**
  - **Enhances community and partnership “ownership” of project.**
  - **Advances knowledge transfer.**



# The Process



- **Pre-Proposals**
  - **planning grants of \$5,000**
- **Issue RFP with criteria including:**
  - **matching funds**
  - **partnerships**
  - **measurable environmental benefit**
  - **communications and outreach efforts**
  - **community group support**
- **Peer review of competitive proposals**





# Evaluation Criteria



- **Environmental benefit, including local benefits**
- **Technical feasibility**
- **Economics:**
  - *cost-effective emission reductions*
  - *cost-sharing/contributing partners*
- **Community involvement/considerations:**
  - *knowledge transfer*
  - *outreach and communications*
- **Replicability**
- **Commitment and execution**



# Current Status



- **Program announcement September 2000:**
  - **Community-based workshops**
  - **Web site with bi-lingual information**
  - **Toll-free phone number for assistance**
- **Current initiatives:**
  - **8 projects**
  - **Provided \$4 million in funding, leveraged with matching funds and in-kind to total \$8.3 million**
- **Announcing additional RFP of \$1 million**





## **Achievable Reductions**



- **Emissions reductions achieved from sources traditionally harder to regulate such as residential, commercial and motor vehicle sectors.**
- **Projects demonstrate that emissions reductions achievable from these sectors as well as stationary sources.**
- **Estimated project lifetime emissions reduction benefit:**
  - **300,000 tons of criteria pollutants**





# **FUNDED PROJECTS**



# Hunts Point Cooperative Market Truck Stop Electrification Project



- **Initiated November 2002**
- **28 bays operating 24/7**
- **Staff from South Bronx community**
- **EPA Clean Air Excellence Award recipient**







# **Economic Benefits**



**\$5.58 per usage savings**

**\$10 usage fee  
for 8 hours**

**\$15.58 fuel cost  
(\$1.77/gal. & use 1.1 gals/hr)**

• **Economic benefits supplement:**

- **environmental benefits**
- **noise benefits**
- **user benefits: cable, internet, phone, heating/cooling**
- **less wear and tear on vehicles**



# 7 World Trade Center Diesel Emissions Reduction Initiative



- **Mitigate emissions impact of off-road, HDD engines**
- **Using “fill-n-go” technology (ULSD) and retrofits**
- **Model for NYSDEC action**
- **Joint MOU: NRDC, EPA, NYSDEC, NESCAF and 7 WTC Co.**

# UPROSE Project

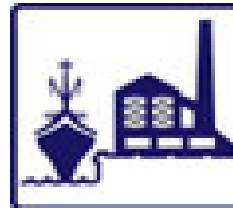
**United Puerto Rican Organization of Sunset Park**

## CLEM SNACKS



- **Pilot oxidation catalyst retrofit on 8 trucks**
- **Baseline emissions analysis performed**
- **Vehicles now being retrofitted**
- **UPROSE to host community-based event**

**Southwest Brooklyn  
Industrial Development  
Corporation**





# GMDC PV Solar Array Project



GMDC

BUILDINGS THAT WORK



- **Total PV Array = 115Kw**
- **Largest commercial rooftop solar array in Manhattan**
- **Partner event held October 2002**
- **Engineering challenges remain (battery, “tie-in”)**





## **Other Projects**



- **Cherry Tree Association: 15 Kw PV Array**
- **CHOKe: Boiler Upgrade**
- **Seward Park: Steam Energy Project**
- **CEC: 200kw Residential Fuel Cell Project**





# Insights on Capacity Building

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- **Community groups often need significant assistance in producing proposals, reviewing available technologies and finding technology partners.**
- **Sponsoring community led projects requires a broad range of resources (technical, legal, financial, political).**
- **Matching project size and complexity with a community group's organic capability and resources is critical to project success.**



# Insights on Collaborations

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- **Securing industry participation is difficult, often requiring a genuine “leap of faith” -- to a new technology, alternative fuel, equipment retrofit, or reliance upon a new process altogether.**
- **Creation of unique public-private management board advanced the organization’s credibility and provided additional network of resources.**
- **Inclusive design blends disparate interests - though not without confrontation.**



# Insights on Communications

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- **Inclusive approach forwards local ownership and enhances trust.**
- **Partners often have best understanding of communications needs and visibility opportunities.**
- **Balance needs for overall program communications and individual project communications.**
- **Create relationship to build communications rather than controlling or managing efforts.**
- **Understand the informal channels and ensure up-front and open communications.**



# The frontlines

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## • **Consensus doesn't exist**

- **Every community group has their own priority.**
- **Funding diverse projects, while difficult, creates local capacity and models for replication.**
- **Build trust through providing project assistance and maintaining relationships.**
- **Be flexible with timing and commitments.**
- **Share acknowledgements and recognition.**

## • **Opportunities abound**

- **Be creative**